

Name: KEVIN FOX

Title: PRESIDENT

Account Overview

SUGARCREEK

760 Brooks Avenue

Rochester, NY 14619

Telephone: (716) 436 -2691

FAX: (716) 328 - 0787

- **Trading Area: Upstate New York**
- **Type of Operation: Petroleum Convenience Stores**
- **Number of Company-Owned Retail Outlets: 101**
- **If Wholesale Operation, Number of Retail Outlets Served:**
- **If Wholesale Operation, Major Chains/Group Stores Supplied:**
- **Major Competitors: Kwik Fill, Hess and Atlantic**

History of Chain/Account

- **Constructed in the early 1980's by its parent company, Griffith Oil and built primarily store by store with one major acquisition of 7-11 store in the Southern Tier, along with some smaller stores.**

Business Profile

Direct Account (Yes/No): NO EFT (Yes/No/NA):

% EFT:

Focus Status:

If not direct, major cigarette supplier: McLane Northeast

- **Programs/promotions are approved at chain headquarters only.**
- **Readily became a partner in RJR Buydown program through which the chain contributes.**

Merchandising Profile

General Comments

- **Utilizes RJR's overheads throughout chain.**
- **RJR has preferred position of all paid displays along with exclusive door advertising.**
- **Partner in Value Added Program.**

Personal

Spouse: PAULA

Home Address:

Interests:

- **Attended the University of Rochester**
- **Formerly with Star Marketing in Rochester**
- **Past President of New York State Association of Convenience Stores and is very influential in this organization.**
- **Three children - 2 girls and 1 boy.**
- **Hobbies include golf.**

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